CLAIMS:

1.   A method of generating a recommendation for a selection of a piece of clothing (101-105), comprising maintaining a clothing profile, detecting a piece of clothing (101-105) being selected and updating the clothing profile based on said selection, and generating the recommendation from the updated clothing profile.

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2.   A system (120) for generating a recommendation for a selection of a piece of clothing (101-105), comprising user profiling means (302) for maintaining a clothing profile, detection means (111) for detecting a piece of clothing (101-105) being selected, coupled to the user profiling means (302) for updating the clothing profile based on the selected piece of

10   clothing (101-105), recommendation means (303) for generating a recommendation from the updated clothing profile, and presentation means (200) for presenting (201) the recommendation to the user.

3.   The system (120) of claim 2, further comprising generating the

15   recommendation comprises determining a list of available pieces of clothing (101-105), combining plural pieces from the list to form a collection of subsets, the recommendation comprising at least one subset from the collection of subsets.

4.   The system (120) of claim 3, the recommendation means (303) being arranged

20   for eliminating from the collection a number of subsets that are not suitable for a present situation.

5.   The system (120) of claim 2, wherein the user profiling means (302) are coupled to smart card read/write means (306, 310, 311) for maintaining the clothing profile

25   stored on a smart card (320).

6.   The system (120) of claim 2, further comprising input means (202) for determining a purpose for which the piece of clothing has been selected, the user profiling

means (302) being arranged for updating the clothing profile further based on the determined purpose.

7.   The system (120) of claim 6, the input means (302) being arranged for
5   determining the purpose based on an appointment in an electronic calendar.

8.   A method of presenting a targeted clothing advertisement to a user, comprising obtaining a clothing profile for the user, determining a clothing product that matches the clothing profile, and sending an identifier of the clothing product to the user.

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9.   The method of claim 8, further comprising generating a representation (201) of the clothing product using the identifier and rendering the representation (201) to the user.

10.   The method of claim 8, whereby the clothing profile is obtained by reading the
15   clothing profile from a smart card (320).